



Motorcycle Industry Council 2019 Gas Tank Competition

Looking to reach the next step in your career? Thinking about building a new business or expanding your current business? You are not alone.

The MIC Gas Tank program can help. Gas Tank participation can be an incredible, life-changing experience. It can help guide your current and future career, and give you reason, focus, and enthusiasm to drive your ambitions forward.

The time is now - take your goals to the next level!

The Motorcycle Industry Council invites powersports entrepreneurs to enter for a chance to win one-on-one mentoring from an industry veteran, plus a trip to Columbus that includes booth space at the 2019 American International Motorcycle Expo and the opportunity to present your business plan to powersports leaders and media. AIMExpo presented by Nationwide brings industry, press, dealers and consumers together in a single arena. It is the single most important event of its type in the North American market.

The Motorcycle Industry Council's 2019 Gas Tank Competition is open to individuals and groups, women and men, anyone with a new product or service idea.

Important Deadlines:

- January 31, 2019 - Deadline for application and "elevator pitch" video
- February 28, 2019 - Accepted entrants will be matched with Mentor on or before 2/28/19
- June 14, 2019 - Entrants must submit business plan to Gas Tank by 6/14/19
- July 8, 2019 - Up to five finalists will be chosen by 7/8/19 to attend AIMExpo at the Greater Columbus Convention Center in Columbus, Ohio, Sep. 26-29. The finalist prize package includes travel and lodging expenses for one person, booth space at the show and access to powersports media.
- Sep 26-29, 2019 - Finalists must be able to appear in person at AIMExpo to present their business plan to an industry panel. Pitches will be evaluated on monetary growth potential, overall strategic plan, strategic partners, scalability, innovation, impact and viability and other criteria. A first place, second place and runner up will be announced at AIMExpo.

For more information and to apply, go to mic.org.

Please contact Cam Arnold at carnold@mic.org with questions about the Gas Tank Competition.

About MIC

The Motorcycle Industry Council exists to preserve, protect and promote motorcycling through government relations, communications and media relations, statistics and research, aftermarket programs, AIMExpo, development of data communications standards, and activities surrounding technical and regulatory issues. As a not-for-profit, national industry association, the MIC seeks to support motorcyclists by representing manufacturers, distributors, dealers and retailers of motorcycles, scooters, ATVs, ROVs, motorcycle/ATV/ROV parts, accessories and related goods and services, and members of allied trades such as insurance, finance and investment companies, media companies and consultants.

The MIC is headquartered in Irvine, Calif., with a government relations office in metropolitan Washington, D.C. First called the MIC in 1970, the organization has been in operation since 1914. Visit the MIC at mic.org.